

**Do the right thing...  
do the smart thing!**

**Attend AMA's new seminar...**

# HOW TO DEVELOP AND IMPLEMENT A COMMUTER CHOICE PROGRAM

**With Commuter Choice, everybody wins**—your employees, your organization and your community.

Because by providing your staff with transit passes, parking subsidies, vanpool benefits and other commuting options, you not only help alleviate traffic and improve air quality, you also stay competitive by making your company a more attractive place to work!

AMA's course on How to Develop and Implement a Commuter Choice Program, created in collaboration with the United States Environmental Protection Agency and the U.S. Department of Transportation, helps you meet the EPA and DOT standard of excellence in commuter benefits. It's an opportunity to join other smart employers in learning how to create an effective Commuter Choice program and integrate it into your total benefits package.

## **Who should attend**

Benefits administrators, HR professionals and community relations managers.

## **Learn, step-by-step, how to implement, package and promote Commuter Choice and:**

- Stay competitive by attracting and retaining the best talent
- Help your company and your employees save on taxes
- Motivate your employees with tax-free and productivity-boosting benefits
- Distinguish your organization as a model of environmental friendliness

## **Course Outline**

- The Commuter Choice Leadership Initiative: what participation means and requires
- Identifying Commuter Choice options and determining which one is best for your needs
- Designing YOUR Commuter Choice program: conducting an organizational survey...analyzing results...locating resources
- Implementing the program: setting it up...marketing to employees...monitoring and evaluating the program regularly

**Move your company into the fast lane. For more information or to register, call 1-800-262-9699.**

**Commuter Choice. It's good for business, good for the environment, good for you.**